



116 rue du Cherche Midi - 75006 Paris FRANCE  
 +33 6 23 63 62 18  
[Sylvia.Sabes@orange.fr](mailto:Sylvia.Sabes@orange.fr)  
[www.OnlyinParis.com](http://www.OnlyinParis.com)  
 @OnlyNParis

## FREELANCE WRITER

### TRAVEL JOURNALISM

#### REGULAR ASSIGNMENTS

AFAR magazine Paris local expert  
 LUXE City Guide Paris resident editor

#### GUIDES

LUXE City Guide Paris (*print*)  
 LUXE City Guide Barcelona (*print*)  
 AFAR Paris Guide (*digital*)  
 AFAR Monaco Guide (*digital*)

#### ARTICLES - digital

AFAR Magazine (900000 subscribers)  
 The Girls Guide to Paris (100000 monthly readers)  
 HIP Paris Blog (100000 monthly readers)  
 Only in Paris (200 daily readers)

#### ARTICLES- press

WOW inflight magazine  
 Luxos Magazine  
 M'Safiri inflight magazine

### ADVERTISING WORK

#### AGENCY

Ogilvy  
 Publicis  
  
 McCann  
 FutureBrand  
 Textuel

#### CLIENT

Girard-Perregaux  
 Cartier, Garnier, Biotherm  
 Dior, Lancôme  
 L'Oreal Paris  
 Nespresso  
 Hermès

#### PROJECT

pitch  
 websites  
 CRM, newsletters, app design  
 TV commercials, websites, apps, print, events  
 Branding  
 Social media posts

### EMPLOYMENT

#### Creative Director, YMCA of San Francisco... 2002

PR, creative direction, and event planning to support fund raising campaigns  
**Achievements:** Increased private donations

#### Creative Director, Takira... 2001

In-house campaign development, marketing and PR for a direct marketing and viral marketing firm  
**Achievements:** Created the world's first online viral campaigns for international accounts (Microsoft, HP...)

#### Photographer... 1997 - 2002

Portrait and fine art photography studio  
**Award:** Honorable mention, Polaroid National photography show, Polaroid Transfer

#### Art Director, The PMI Group, Inc... 1995 - 1997

Created corporate collateral, promotional pieces, sales presentations, trade show booths and newsletters

#### Freelance Creative Director/Art Director... 1991 - 1995

Art direction and product development for Birks jewelry, Disney, McDonald's and Mattel (Barbie)  
**Award:** Mattel International Packaging Award

#### Art Director/Marketing Coordinator, Le Château Stores of Canada... 1989 - 1991

PR, advertising and promotional campaigns for a large retail fashion chain  
**Achievements:** In-store campaign that increased Sale season traffic by 17%

#### EDUCATION

University of California at Los Angeles (UCLA) French Literature... 1984 -1989  
 Université de Paris Sorbonne, France Diplôme de la Civilisation Française... 1987 - 1988

#### LANGUAGES

Fluent French and English; Basic Italian and Hebrew

#### PASSIONS

Africa, Photography, and Light